

STORE CLOSED
ALL DAY TODAY

WANAMAKER'S

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WEATHER
Fair

The New Month Will Surely Have an Auspicious Start at Wanamaker's

"Go About Your Business" was for years the inscription on a large clock in Temple Hall, London.

The clock maker received the order for the big clock and was told to come back for the words to be inscribed in a space left vacant for a motto.

Several times he called upon the old benchers, who met in Temple Hall for dinner, who, becoming annoyed at his frequent calls, one of them angrily shouted at him, "Go about your business."

The clock maker took it as the answer to his question and carved it on the clock. For a long time it was a good reminder to the lawyers and the public frequenting Temple Hall.

The high cost of living could be reduced if we could commence our work earlier and work one or two hours longer.

New machinery will have to be invented to more rapidly produce merchandise, and thereby reduce its cost.

"Knocking off" early and holidays have increased the cost of almost everything we wear and furnish with.

[Signed] *John Wanamaker*

July 30, 1921.

We Call It "The Mermaid Frock" for Young Women

It is made of good Canton crepe or crepe de chine in a simple, straightline style, with round neck, short sleeves and rows and rows of Mexican draw-work that make it both cool and attractive.

But the chief feature is three fluttering little pointed panels down each side, that are effective at every motion and suggest

rather prettily the fins of a fish. Therefore we call it the "Mermaid."

It comes in dark blue, black or brown, priced \$25 in crepe de chine and \$28.50 in Canton crepe.

It is only one of many examples of good-looking and practical silk dresses between \$25 and \$75, in sizes 14 to 20, to be found in the Young Women's Store.

(Second Floor, Chestnut)

The Only Kind of Corset

to wear in hot weather is a lightweight model. In the Parisienne lightweight models we have—

One with a very low top in white figured batiste, \$11.75.

Girdle top, with long, straight lines, of pink batiste, \$12.

Low, full top, long, straight lines, made of white silk figured batiste and beautifully trimmed in ribbon and lace, \$21.

Other models up to \$34.50.

The newest models of the Frolaset corsets have long, straight lines for all figures.

Low bust model of pink coutil, medium skirt and well boned, \$5.

Models of pink figured batiste, elastic band across top of front; for average figures, \$6.

Model of pink figured broche, with inserts of heavy elastic at waist line, long over hips and band of elastic at bottom of back, \$9.

Very low bust model, well boned, long straight hips, of pink striped material, \$9.

Model of strong white coutil with low full bust, \$10.

Very low top, long straight hips, of handsome pink figured broche, for average and tall figures, \$13.

(Third Floor, Chestnut)

Suits That Court a Salty Dip

And will be none the worse for it, for they are substantial knitted worsteds and wool jerseys, whose fabrics and colors are meant to stand continued seasons of ocean use.

Entirely new models are \$5, \$6.75, \$7.50, \$8.75 and \$9.50, in black, blue, brown, purple, green, red, henna, peacock and almost any color you can think of.

Many have pockets. All button easily on the shoulder. All are in one piece with tights attached. And some have the tights in a gray contrasting color, as scarlet trousers peeping from a black suit, and so on.

Fashion Decides for White Veils

but they are becoming to so many women that we suspect that this is the chief reason for their popularity.

Plain meshes, 50c a yard.

Fancy meshes, some with black dots, 60c to \$1.50 a yard.

Flesh with black dots, \$1.50 a yard.

Made white veils with scroll borders, square or round, \$2 to \$4.50.

Fine Silk Stockings "Seconds" at \$3

Full fashioned silk stockings in white and black with openwork ankles and clocks.

Beautiful goods that would be a couple of dollars a pair more if first grade.

Tempting New Silk and Satin Underthings

Few women can resist these dainty underthings in seashell pink or ivory satin and crepe de chine—especially when they "do up" so beautifully and easily.

New chemises of pink satin and crepe de chine, trimmed with soft folds of Georgette or cobwebs of lace, are \$5, \$5.50 and \$7.50.

White satin nightgowns, severely sober or frivolously lacy, are \$6.75. For coolness, they are sleeveless.

(Third Floor, Central)

Pink or blue crepe de chine nightgowns in a sleeveless "tailored" model are \$5.

(East Aisle)

Hand-Embroidered Kimonos From Cherry Blossom Land

Cotton crepe in every pretty hue, embroidered by hand as only the Japanese can do it. Oriental or occidental sleeves. And very modestly priced at \$3.85 to \$5.50.

Girls' Shirtwaists Dainty and Cool

In white batiste, striped lawn or voile with tiny tucks and dainty frills. Most of them have Peter Pan collars, long or short sleeves. They will be easy to slip on, as they button down the front. One model with blue organdie collars and cuffs edged with little white frill is especially pretty. Sizes 32 to 36. Prices, \$2.25 to \$4.75.

2425 Dainty New Waists at Very Low Prices—Many Hand-Made

These are all special purchases of small surplus lots and sample collections.

We bought them for less than usual and shall sell them for very little indeed—as every woman will realize the minute she sees them.

1100 Will Be \$1.65 Each

These are white voiles, organdies and batistes, mostly with short sleeves, variously trimmed, and usually sold for a great deal more. Some "seconds."

1000 Will Be \$2, \$2.85 and \$3.85

Fine white voiles and batistes, some trimmed with real filet laces. Wonderful values. Many short sleeves.

325 Hand-Made Waists at \$2.85

Not only trimmed with real Irish and filet laces, hand drawnwork and hand embroidery, but every stitch made by hand. White batiste, with long sleeves. The lowest price at which we have ever seen hand-made waists of this quality sold. Ready Monday.

(East and West Aisles)

The Silk Scarf Has a Double Charm

because it is both useful and decorative—especially decorative. There are plain ones with Roman-stripped borders; one in broad stripes of navy, a soft blue and a bright red; others in orange and tan, blue and navy, or black and white. All are fringed and coat from \$15 to \$22.50.

(Main Floor, Central)



Exquisite Gray Gowns of Canton Crepe and Crepe de Chine

A few women wear gray always—and achieve distinction in dress. Every woman wears gray sometimes—and at those times is apt to look her loveliest.

In our collection of exquisite gray gowns of Canton crepe and crepe de chine there are many subtly differing tones of gray, for varying complexions require different shades.

There are lovely toilettes of silver gray, gowns of the softest peach-bloom gray, or of that delicate lavender-toned gray that contains just a hint of mauve; or the creamy gray that approaches biscuit. You may not know how many delicate nuances of gray there are until you run through this collection.

All are of richest Canton crepe or soft crepe de chine—some very simply fashioned with no other ornament than their own clever lines and materials, others elaborated with drawwork, hand embroidery, the glitter of beads, the glint of gold threads, deep silken fringes, or perhaps a vivid touch of coral color or turquoise.

They are beautiful and distinguished gowns, and their prices of \$45 to \$100 are quite reasonable.

(First Floor, Central)

New Lot of Zephyr Gingham

One of the fine gingham always in demand. This shipment includes many sized checks in all colors, some attractive black and white checks, and a few fine plaids. 32 inches wide, 75c a yard.

(First Floor, Chestnut)

About 1000 Handbags at \$1.50, \$2, \$2.85 and \$3

We are making a clearaway of half a dozen good styles of leather handbags at very low prices.

Bags of alligator and spider-grain calfskin in brown, gray and tan.

Bags of cobra-grain leather in black, brown and navy.

Bags of black pin seal.

All this season's fashions and remarkable values at the new prices.

(West Aisle and Main Floor, Chestnut)

350 Silk Jersey Sample Petticoats at \$7.50

Little overlots and sample lots of kinds that we regularly sell for from \$2 to \$5 more. All good street shades, and splendid quality.

White sateen petticoats, some with double panel, all on elastic bands, 80c to \$3.85.

Double-panel front petticoats of plain heavy muslin, \$2.25. With lace and embroidery flounces, \$2.25.

Shadow-proof petticoats of fine heavy muslin, \$2.25.

(Third Floor, Central)

Fallen Mirrors Bring Good Luck

In this case they do, for the only thing broken is the price. Every mirror in the Picture Store on Monday loses from 15 to 25 per cent of its former price.

Choose now from a dainty little panel mirror in a blue and gold frame lowered to \$3.25 up to a handsome large console glass now \$96, and save on every one.

Included are panel, mantel, buffet and console mirrors, mirrors for living room, hall and every room in the house. There are some attractive hand mirrors, too, in gilt, silver or polychrome frames.

(Fifth Floor, Market)

Water Lilies in a Venetian Glass Float

A pretty piece of imagination—but you have the flowers and we have the Venetian glass! Floats in a lovely blue, and amethyst tone, \$30.

There are also centerpieces, candle-sticks and compote glasses in amethyst, and fruit bowls in several lovely colors. A decoration of flowers made of the glass, and novelty pieces such as a turtle which carries a candlestick on his back, are in the assortment. Prices, \$4 to \$45.

(Fourth Floor, Chestnut)

For Serving Iced Drinks on the Veranda

Veranda sets of silver deposit on crystal consist of six glasses and tall pitcher in a wicker serving tray or basket. They are \$47 and \$55.

Pitchers of the same silver-trimmed crystal, for iced tea, lemonade or ice water, are \$16.19 to \$22.

The veranda hostess will like, too, the silver-on-crystal cheese-and-cracker dishes at \$21; the sandwich plates at \$12.50 to \$22; and little lemon dishes at \$3.75.

Covered candy jars of the same silver-on-crystal are \$12 to \$25; and flower vases, \$12.50 to \$20.

(Silverware Store, Main Floor, Chestnut)

Splendid Table Linens New From Belgium

There is no need to tell any well-informed housekeeper of the beauty and excellence of Belgian linens. Their fame is established.

It is only necessary to say of these new goods that they are typical of the kind of table linen that has made the name of Belgium famous in this particular field.

Belgian Tablecloths

2x2 yards, \$11.50, \$13.75, \$18.50, \$23.50.

2x2½ yards, \$14.50, \$16.50, \$22.50.

2½x2½ yards, \$13.50, \$16.50, \$22.50.

90x90 inches, \$18.75, \$27.50.

Matching napkins, 20½x20½ inches, 22x22 inches and 27x27 inches, \$10.75 to \$27.50 a dozen.

(First Floor, Chestnut)

Longcloth at a Short Price—\$3.25

This is a little special of 36-inch wide material which is excellent for underclothes. Ten yards to the piece.

(First Floor, Chestnut)

Men's Silk Socks "Seconds" at 75c

Full-fashioned black and colored silk socks in all sizes. If first grade they would be much higher in price.

(West Aisle)

Men's Handkerchiefs \$5.75 a Dozen

Initialed handkerchiefs of pure Irish linen and in the full, regular size. A new lot, just opened up.

(Main Floor, Chestnut)

Women's White Pumps and Oxfords Close to Half Price

Slippers, pumps, oxfords, sports shoes—some all white, some in the novelty two-toned styles, some canvas, some buckskin, some of white glazed kid. Broken sizes, but all sizes in the collection.

Priced for quick clearance, \$5.75, \$6.75, \$7.75.

(First Floor, Market)

There Are Only a Few Things which are really appreciated in hot weather. Cracked ice—a real breeze—or

Queen Mary Toilet Waters

Muguet, Rose Speciale, Heliotrope, \$2, \$2.50, \$3.50 a bottle.

Queen of Violets and Jasmin, \$2.50.

Charm d'Amour, \$3 and \$5 a bottle.

Violet, 75c, \$1.10, \$1.35 a bottle.

(Main Floor, Chestnut)

It Takes the Finest Furniture in the Largest Choice at the Lowest Prices to Make The Greatest August Furniture Sale

ONLY one August Furniture Sale can come up to that description. To anybody who has been here on any one of the selection days, it is hardly necessary to say which sale that is.



They have seen the proof. To anybody who comes in here next Monday, the first day of the month and the first day for making deliveries, the proof will be equally clear.

It is as clear and unmistakable as the goods can make it that this is the sale that means most to most people, and the sale that means most to most people will always be the greatest sale—it cannot help being the greatest sale.

The foundation of its greatness is where it has always been—in the goods.

The pick and choice—the cream of the country's finest cabinet work—is here in a range of choice that is not only without an equal, but without a

rival worth considering.

In the matter of varieties, the Sale places before you two to ten times the selection you will find anywhere else.

As regards prices, we can tell you that the kind of furniture you will find here cannot be found outside of here for less money unless there is something the matter with it.

Monday we begin to send the proof of all this into the homes of the people.

The sale is going to benefit many homes. It can benefit yours. How much it will do so depends on you.

Fine New Wilton Rugs Are Hard to Find

So we are glad to say we procured a substantial shipment of high-grade and seamless Wiltons in a splendid assortment of designs and colors. All fresh, new goods.

Prices on the most popular size—9x12 ft.—are \$48.50, \$82.50 and \$115.

In the August Sale of Rugs

Axminster rugs at \$42.50 for 9x12 ft. size and velvet rugs at \$48.50 for the same size.

Colonial rugs at \$9 for 9x12 ft. and \$8 for 7.6x10.6 ft.

Heavy straw rugs at \$9.75, \$17.50 and \$25 for 9x12 ft. and \$13.50 and \$15 for 8x10 ft.

Imported straw rugs at \$6.25 for 9x12 ft. and \$4.75 for 7.6x10.6 ft.

(Seventh Floor, Chestnut)

Oriental Rug Opportunities

New bales of Chinese pieces have come in to sell at exceptionally low prices.

These are rugs of the finer quality, in a choice of typical blue shades, set off by ecru and golden tones. They are in a variety of patterns specially suitable for modern styles of furnishing.

We also have a group of Serapi rugs at prices that will appeal to anybody looking for a good Oriental rug investment.

Chinese Rugs	Chinese Rugs Small Sizes	Serapi Rugs
12.2 x 9.1 \$275	2.1 x 4.1 to 4 x 7, \$25 to \$85	12.1 x 9.9 \$485
12 x 9.5 297		12 x 10.5 500
8 x 5 125		15.1 x 11.6 645
9 x 6.2 150		12.5 x 9.5 450
13.3 x 13.3 535		11 x 10.5 455
15.1 x 11.2 415		12.6 x 9.8 485
15.3 x 10.10 525		23 x 15 985
10.2 x 8.2 175		15.6 x 10.11 675
16 x 11.3 535		12.9 x 9.1 515
14.4 x 10.5 525		11.2 x 9.7 435
9.1 x 6.2 125		
14 x 10 390		
12 x 8.11 295		
17 x 11 425		
15.6 x 12 475		
15.3 x 9 375		
20 x 10 985		
		Anatolian Mats
		Average size 1.8 x 3.2
		\$7.75, \$9.75, \$12.50
		(Seventh Floor, Central)